

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

SPMT 430 – Advanced Sports Marketing & Sales

Prepared By: Lorenda Prier

**SCHOOL OF SCIENCE, HEALTH AND CRIMINAL JUSTICE
Sports Management
October, 2015**

SPMT 430 Advanced Sports Marketing & Sales

- A. **TITLE:** Advanced Sports Marketing & Sales
- B. **COURSE NUMBER:** SPMT 430
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED** Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
3 hours per week
- H. **CATALOG DESCRIPTION:**

This course focuses on identifying and evaluating social media and ticket sales strategies in professional and collegiate sport. Specifically students will learn ticket operation policies, customer relationship management methods, and social media marketing opportunities. Students will design a comprehensive sales and social media program for a selected sport organization and dynamically present his or her new value added strategy. An interview and sales call project will provide valuable insight into “front office” ticket sales, season ticket holder retention, prospecting, and servicing accounts.

I. **PRE-REQUISITES/CO-COURSES:**

a. Pre-requisite(s):

- (BSAD 100) Introduction to Business
- (SPMT 101) Foundations of Sports Management
- (SPMT 307) Sports Marketing
- (SPMT 308) Sports Event Management
- (SPMT 412) Sports Sales and Sponsorships

b. Co-requisite(s): None

J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course, the student will be able to:

<u>Course Objective</u>	<u>Institutional SLO</u>	<u>Program SLO</u>
a. Evaluate sport organization use of social networks, search marketing, video, mobile marketing, email marketing	2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal	2. Application of Knowledge and Skill 3. Critical Thinking
b. Compose social media content to enhance effectiveness of social media efforts	2. Crit. Thinking 3. Prof. Competence	2. Application of Knowledge and Skill 4. Communication Skills
c. Assess student’s own communication strengths and weaknesses through interaction with a sports management professional	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal	1. Professional Competencies 4. Communication Skills
d. Propose a strategy for sport ticket pricing, distribution, and technology to apply the best concepts and practices in a ticket operations strategy for a selected sport organization	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter-intrapersonal	2. Application of Knowledge and Skill 3. Critical Thinking 4. Communication Skills

K. TEXTS:

Newman, T., Peck, J.F., Harris, C., & Wilhide, B., (2013). *Social Media in Sport Marketing*. Halcomb Hathaway Publishers: Scottsdale, AZ.

Reese, J. (2013). *Ticket Operations and Sales Management in Sport*. Fit Information Technology: Morgantown, WV.

L. REFERENCES:

Evans, L., (2010). *Social Media Strategies for Engaging in Facebook, Twitter & Other Social Media Marketing*. Que Publishing: Indianapolis, Indiana.

Johnston, M. & Marshall, G. (2011) *Sales Force Management*, 10th Edition. McGraw-Hill Irwin: New York, NY.

Maich, S. (2008). The new economics of selling pro sports. *Maclean's*, 121(9), 37.

Manning, G. & Ahearne, M. (2010) *Selling Today: Creating Customer Value*, Eleventh Edition, Pearson Prentice Hall: Upper Saddle River, New Jersey.

Martin, T. (2013). The Invisible Sale – How to Build a Digitally Powered Marketing and Sales System to Better Prospect, Qualify, and Close Leads. Que Publishing: Indianapolis, Indiana.

Plangger, K. (2012). The power of popularity: how the size of a virtual community adds to firm value. *Journal Of Public Affairs (14723891)*, 12(2), 145-153. doi:10.1002/pa.1416

Pronschinske, M., Groza, M. D., & Walker, M. (2012). Attracting Facebook Fans: The Importance of Authenticity and Engagement as a Social Networking Strategy for Professional Sport Teams. *Sport Marketing Quarterly*, 21(4), 221-231.

Pugatch, C. (2007). Traditional Sports, Not-So-Traditional Marketing. (cover story). *Response*, 15(4), 36-46.

Smith, J., & Roy, D. P. (2011). A Framework for Developing Customer Orientation in Ticket Sales Organizations. *Sport Marketing Quarterly*, 20(2), 93-102.

L. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A – F

O. MEASUREMENT CRITERIA/METHODS:

- Written Assignments
- Quizzes
- Discussion
- Independent Task

P. DETAILED COURSE OUTLINE:

I. Social Media Principles

- a. Categorizing social media into publishing, media sharing, and networking services
- b. Identifying the social media user profile

- c. Assessing business use and impact of social media
- d. Understanding potential negative effects of social media
- e. Applying the 4 C's of social media marketing

II. Social Networks

- a. Contrasting Facebook pages to identify effective elements
- b. Identifying the "value creation" message or the communication objective
- c. Evaluating Twitter uses by teams, retailers, fans, or athletes
- d. Collecting examples of good social media practices

III. Social Media Strategies

- a. Implementing blog, photo, and video entries to enhance interaction
- b. Establishing a mobile marketing presence through apps, mobile websites, and mobile advertising
- c. Creating emails for database development and customer relationship development
- d. Assessing free and paid search engine marketing opportunities

IV. Measuring Social Media Success

- a. Identifying key performance indicators utilized in social media measurement
- b. Evaluating objectives and identifying the related audience, strategy, and technology (POST method)
- c. Understanding when direct ROI and correlated ROI can be used as a measurement tool

V. Ticket Operations

- a. Differentiating between the primary and secondary sports ticket markets
- b. Identifying components of the sports ticket market based on customer type (season ticket accounts, mini plans, premium seating, individual game tickets, group tickets)
- c. Describing the variety of functions routinely performed in a professional ticketing environment
- d. Analyzing fan loyalty program, simulation, ticketless sporting events, and direct messaging ticket and marketing options

VI. Sales Communication

- a. Reviewing the ticket sales process of prospecting, performing a needs analysis, presenting a proposal, and asking for the sale and referrals
- b. Understanding the sales process applied to various ticket consumer segments (season ticket, group, and single game sales)
- c. Planning and performing a sales call by requesting information from a sales professional
- d. Establishing a relationship with a new professional network resource

VII. Comprehensive Sales Strategy

- a. Creating a value-added ticket operations strategy for a sport organization
- b. Expanding the sport organizations' ticket base through prospecting
- c. Identifying sport consumer needs and potential barriers to increased ticket purchases
- d. Determining the optimal sales force structure according to organization objectives
- e. Developing a creative presentation/demonstration for a sport ticket operations proposal

Q. LABORATORY OUTLINE: N/A